



# Proven Twitter Tactics to Gain and Retain Followers: Social Associates

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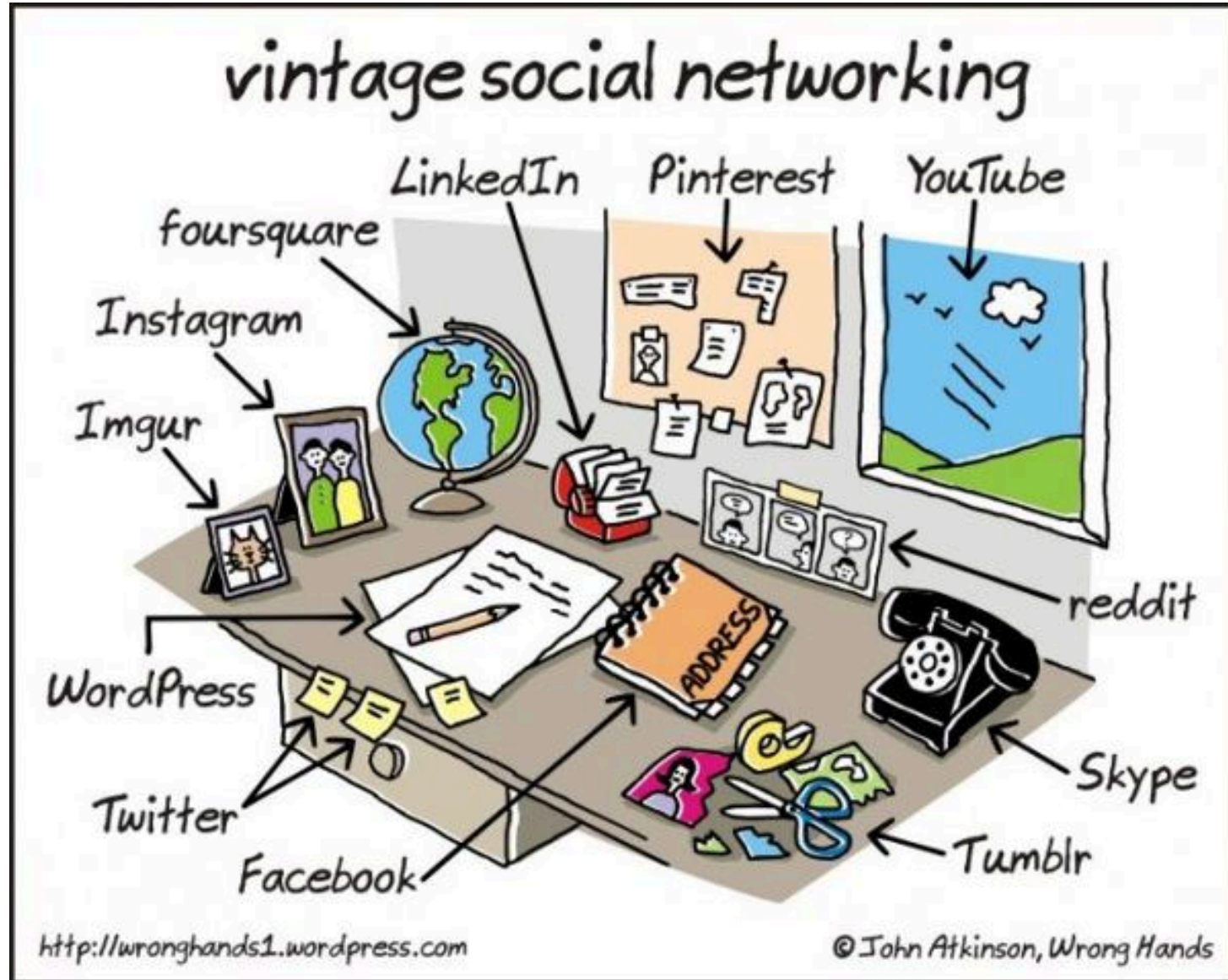
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# Social networks are not new...



# Why empower associates to advocate for the brand in their own social networks?

- **Associates are an untapped social asset and are uniquely positioned to drive positive sentiment and brand advocacy**
  - They know the company the best
  - They have vested interest in good outcomes for the organization
  - They are credible, trusted sources of information
  - Deep, authentic connections to their networks
  - They are online. And they are talking and sharing.

# Social Associates are an important communications tool for your brand



*COF Social Associate (n.): Specially trained volunteer who advocates for our brand in his/her personal online/social networks*



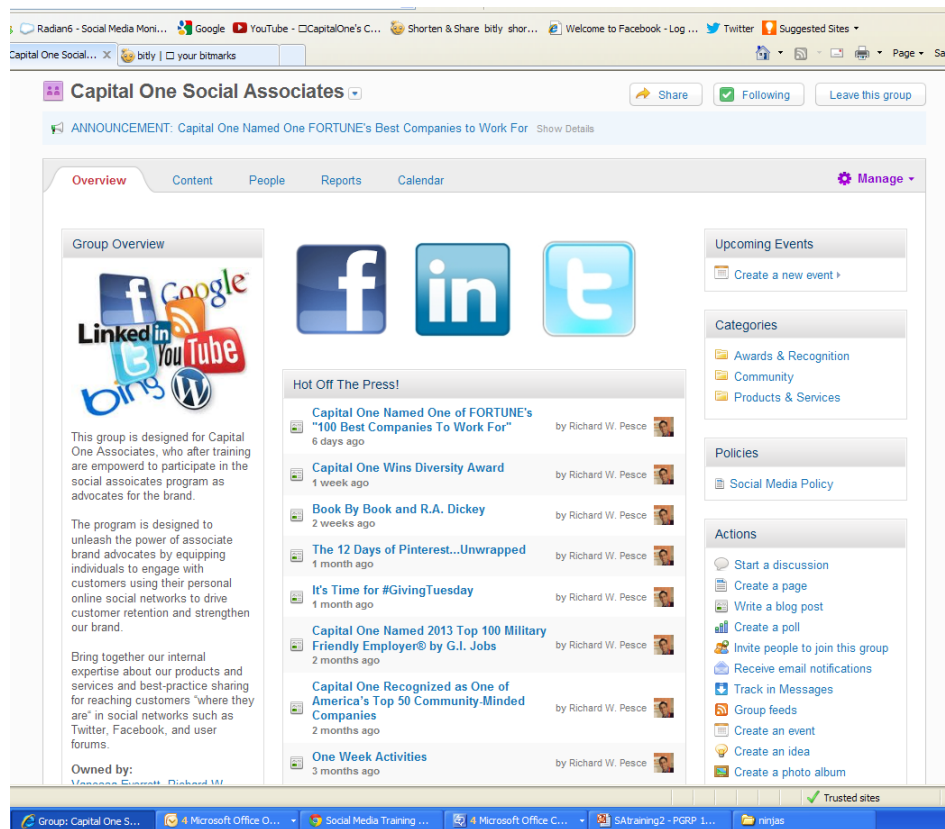
# How do you build a community of social associates?

- **Social Associates group includes:**

- Social media policy / code of conduct
- Training materials
- Social media tips
- Approved shareable content
  - Approved facts and key messages
  - Suggested tweets/posts

- **Enables an interactive community**

- Ongoing contact with program liaisons
- Information/content exchange among social associates



# What makes a successful social associate

- **Gradual**

- Over time - building real connections with people

- **Continuity**

- Consistency – full disclosure - identify as an employee

- **Moderation**

- Don't pitch or hard sell - you can't reach everyone

- **Self-control and self-restraint**

- Know the facts - know what's proprietary

- **Courtesy**

- Fundamental in all we do

# Getting started

- **Identify experts in your organization and empower them to share information**
  - Training
- **Partner with your key stakeholders.**
  - (Legal, HR, etc.)
- **What kind of content should associates share?**
  - Community involvement
    - One Week, Mascot Challenge, Book by Book (R.A. Dickey), COF a Military Friendly Employer
  - Sports Sponsorships
    - Capital One Cup, Final Four
  - Capital One is a great place to work
    - Fortune's Best Places to Work

# Thank you!

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